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National Personal Protective Technology Laboratory

Customer and Market Focus

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CBRN Respirator Standards

The findings and conclusions in this presentation have not been formally disseminated by the National Institute for Occupational Safety and Health and should not be construed to represent any agency determination or policy.

Outline

- Customer and Market Initiatives
- Service dimensions
- Methodology

Customer and Market Initiatives

- **Customer and Market Knowledge**

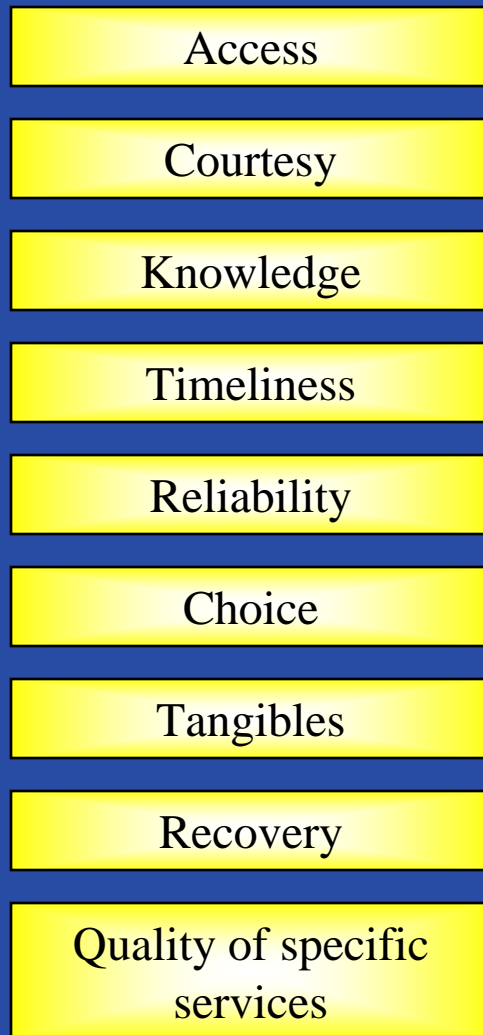
- Identify market needs
 - Public meetings
 - Focus groups
 - Standards development committees
 - National Academy of Science Committee on PPE (NAS COPPE)
 - Market Reports

- **Customer Relationships and Satisfaction**

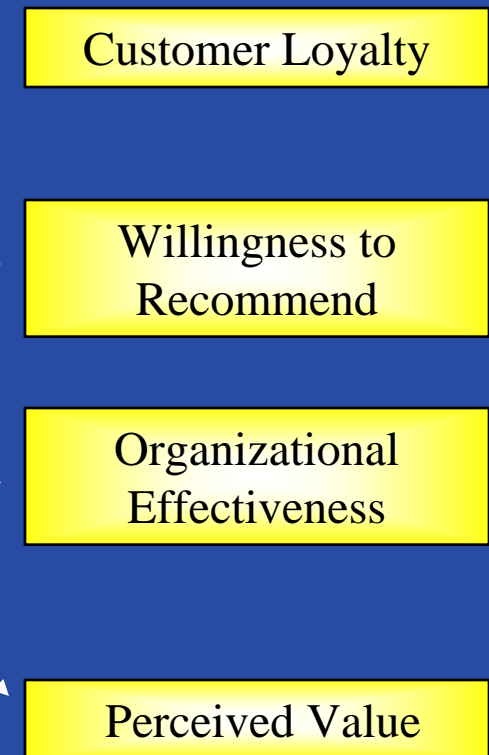
- Direct customer contact (stakeholder meetings, etc.)
- Environmental assessment
- Customer surveys
 - Annual Customer Satisfaction Survey (CSS)
 - Point of Service (POS) Surveys
- Internal/external working group

Customer Service Dimensions and Outcomes

Service Dimensions



Organizational Outcomes



Method: The Survey Process

- **Develop survey content based on:**
 - Dimension items from OPM's standardized, research-based Customer Satisfaction Survey
 - Input from business units within NPPTL
- **Administer survey**
 - Email
 - Public meetings, Manufacturer meetings, etc.
- **Analyze results**
- **Act on results**
- **Monitor and evaluate progress**



Questions

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Access

Availability of service and the ease with which it can be obtained (e.g., hours of operation, ease of finding someone to answer questions).

- The NPPTL process for obtaining customer feedback is effective.
- It is easy to find someone who can answer my questions.
- I do not have to cut through a lot of red tape to reach higher level officials.
- I have adequate access to staff for advice and assistance.

Courtesy

Attitudes relating to the behavior of the service provider to the customer (e.g., friendly, helpful, rude, considerate).

- The staff is always willing to help me.
- The staff is courteous.
- The staff gives individual attention to my requests for information or service.

Knowledge

Possession of required skills and knowledge to perform the service.

- The staff is knowledgeable.
- The staff is able to explain their services.
- Explanations of technical issues are understandable.
- The staff has a good understanding of my organization's operation and mission.
- When someone does not know the answer, they refer me to an expert who does.

Timeliness

Promptness in receiving or providing promised materials and/or service.

- The staff provides timely service.
- The staff provides timely service to fielding questions on respirator usage.
- The staff provides timely responses to inquiries.

Reliability

Ability to perform the promised service dependably, accurately, and consistently.

- The staff gives me accurate information.
- The staff keeps accurate records.
- The staff provides services when promised.

Choice

Response to a spectrum of needs of individual customers (e.g., range of choices, customization, made to order designs).

- I am satisfied with the range of services provided.
- The staff use suggestions from their customers to improve the quality of services.
- Services are designed to meet customer needs.

Tangibles

Appearance of physical facilities, personnel, and communication materials. Includes non-personal communication such as advertising, pamphlets, reports and displays.

- The staff works in offices that are visually appealing.
- I am satisfied with the appearance of manuals, brochures, reports, and other communication materials prepared.
- The staff presents a professional appearance.

Recovery

Problems and complaints are resolved quickly with minimal effort on the customer's part and problems do not recur.

- Problems and complaints are resolved quickly.
- Problems and complaints are resolved with minimal effort on the customer's part.
- There are well-defined systems for linking customer feedback and complaints to employees who can act on this information.
- I am satisfied with the way the staff handles problems or mistakes.
- The staff is flexible in finding solutions to problems.

Quality

What the customer receives from the service provider or the perception of excellence of the product or service received.

- How would you rate the overall quality of service you received?
- From the list of services below, how would you rate the quality of each specific type of service?